

# **STATE MAIL**

## **DISTRIBUTION SERVICES**

*Quarterly  
Newsletter*

FY09 Period 2

### **Last Mail User's Forum Recap: "Additional Resources and Mail Design Success Stories."**

In September we looked at several examples of how mailings have been redesigned and saved the customers money. When looking at mail redesign State Mail looks at four areas for possible overall savings. Remember that to achieve the greatest overall savings some areas might increase in cost, but the result can be a larger net cost reduction. The possible areas of savings are the following:

- **Postage** - Is the actual postage costs for the mailing. State Mail does not mark up postage and bills the customer exactly what was spent on the mailing.
- **Labor** - Is the costs the customer incurs on their end for any preparation involved in the mailing.
- **Materials** - This includes the paper, envelopes or other products used in the mailing.
- **Processing** - These are the costs billed by State Mail for processing the job.

In many cases postage costs have been reduced and it is the other areas that have been overlooked.

### **Next Quarter's Mail User's Forum: "Mail and Print Design Workshop."**

January's Mail User's Forum will be a panel discussion on some of the more recent mail design projects undertaken by our customers and State Mail. State Mail has also invited some representatives from Print Services to answer print design questions and other print options as well.

The Forum will begin with a recap of the most recent USPS guideline changes and some of the upcoming changes. Examples of the changes are the Flats Automation guidelines, Move Update, Intelligent Mail Barcode and USPS rate changes.

As always there will be a tour for anyone interested.

#### **Mail preparation tip:**

**Mail Design Help:** Consult State Mail's Mail Design Analyst before the mailing goes to print. This includes mailings that have been done the same way for years. Many things have changed at the USPS and State Mail can help. For info call 801.323.4305.

#### **Next Mail User's Forum:**

January 6, 2009 2 p.m.—3 p.m.  
State Library Rm. 218—219  
250 North 1950 West Ste. A  
Salt Lake City, Utah